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Online Cash Blueprints

LEARNING TO EARN ONLINE!



Using Facebook to Its Full Potential

If you are thinking about using Facebook, then you need to educate yourself on how to get the most benefit out of it. Much of the time people get overly focused on achieving the goal that they have in mind, and they don't look past their current ideas to see what kind of tools are available to them, or what their audience really needs. By learning about these things you are more likely to see fantastic results from your Facebook page.

Be Active Outside Your Page

While this may seem like an obvious point to some, you might be amazed how easy it is to find things to keep you busy on your own page. Do this enough and you can find yourself never leaving your sphere on Facebook. You need to make sure that you are getting out and talking to other people, posting on other pages, and sharing your expertise around so that you get noticed by new people regularly.

Keep Your Page Interesting

Updates, photos, news, and design features all work together to keep people intrigued by your page, so you need to make sure that they are being altered on a fairly regular basis. This will keep your audience engaged and coming back to see what you're up to

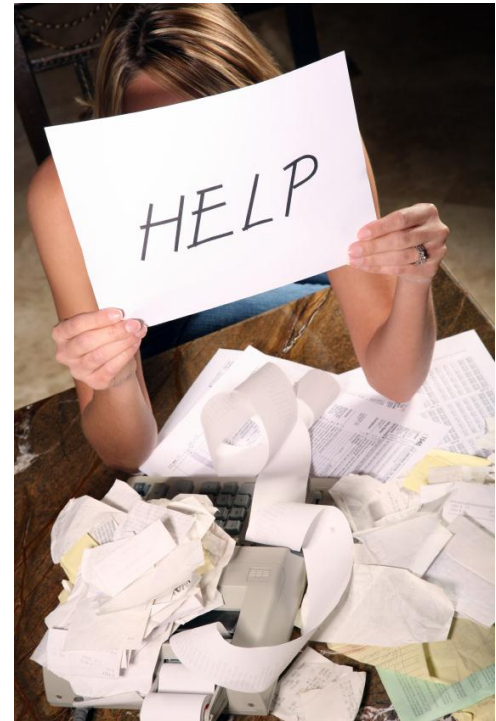
Also make sure that you're not making too many of the same changes in a row. Status updates are great, and news about your industry is great, but by throwing in photos of your business members, tags relating to some of your customers, a little humor, or other things like this you will show more of your personality.

Get a Little Personal

Along those same lines, having some of the "face" behind your business come through on your page is a good thing. There is a balance that you have to achieve between letting your customers see the real you and providing too much info. The brutal truth of business is that your customers really don't care about you - they care about what you can do for them. But when they get to see glimpses of the person behind the business entity, it gives them reason to trust you more.

Learn Your Page

There are many tools and resources that come built-in to Facebook pages, and many business owners never bother to learn anything about them. Not all of them will apply to all pages, and you may not like using any of them, but it is still good to know what you have at your disposal in case there is something that you could use.



Facebook is highly useful, but it isn't terribly complicated, so take a little while to learn about the features that are offered with your page. You never know what you may be able to optimize with them.

It really isn't difficult to set up a nice Facebook page and use it to its full potential. Getting it set up and running is normally the "difficult" part, and there are plenty of resources and programs that can help you make everything you do with your page a breeze. So get on Facebook and start seeing what it can do for you!

Social Media and Your Business

Social media is one of those innovations that swept in and took a lot of people by surprise. One day it was "Face-what?" and the next everybody and their dog has a Facebook page. This has created connections and opportunities that many never dreamed would be possible.

Now you can use that to the advantage of your business - you just need to know how, and why.

Why Are You Using Social Media?

Many people may be answering with "Why not? It's a brilliant opportunity!" Social media does indeed offer an amazing opportunity to people and businesses of all types, all over the world - but before you go diving headlong into it you need to know why you are doing it. What is your purpose? What are you trying to achieve? If you can formulate cohesive answers to this question, you will see a much higher level of success than business owners who try to grab the opportunity without a plan.

So, what are you hoping to achieve with your social media campaign? Is it to get your business name out into the world? Is it to show people how much more qualified you are than your competition? Is it to offer value to the world and hope that they will hire you because of it? Hopefully your answer is something like "All of the above," but knowing your primary objective will help you know how to approach your audience.

Making Your "Plan of Attack"

Once you have an idea of what you are trying to achieve with your Facebook page, you can start figuring out what you are going to do with the page. There are many things you can do, and this is something that too many business owners miss. Again, running in without a plan is only likely to lead to frustration.

Something that often gets a lot of attention with Facebook users is the "Like Reveal" page. On pages like this you offer something for free to those who "Like" your page. This can be a coupon, an ebook, a video, or many other things. This is fairly new, but when used properly can get you a whole slew of loyal followers.

You could also choose to do something like build a page specifically for your fans that consistently gives them access to specials and information that regular visitors can't see.

The list of things that you can do to make your Facebook page appealing and irresistible is huge. It is impossible to cover everything in one article. The important thing is that you realize that there is no reason why your page shouldn't stand out, and you should start planning it right away.

Keeping Up with Your Audience

Probably the most important thing that a business can do on their Facebook page is simply to keep updating it. You don't want to be annoying or spend far too much time on your Facebook account, but not giving regular updates and responses is one of the biggest reasons why business Facebook pages fail.

But if you can show your visitors and fans that you are friendly and care about them, you may be able to set yourself up for success faster than by using traditional advertising. The amazing thing about social media is that when someone decided that they like you or your business, all they have to do is click a button and everyone they know is notified of your existence.

If you apply yourself to your Facebook page and show visitors that you truly want to know them and address their needs, you should have no trouble making your Facebook page, and hopefully your entire business, a success.

Testing Your Facebook Page

If you are a business owner you have probably heard about the perks of getting a Facebook account. It is true that there is a lot you can do with social media to increase your exposure to your potential customers. You just need to make sure that your page is giving visitors what they want. Otherwise you won't get the following you need.

Once you get an account on Facebook, you will need to start trying out different features on your page to see what gets a response and what doesn't. This is "testing" your page, and it isn't much different from testing how an ad or squeeze page converts.

Start With a Good Base

In order to give yourself the highest chance of getting a large following quickly, set up a fan page that is similar to ones that have proven themselves to be successful. While you don't want to look like you copied someone else's page, there are things you can duplicate that will make it more likely that your page will see success.

For example, if there is another page that is related to what you do and they seem to have great conversions on their page, see what elements could be lending themselves to that. If they put their copy in a certain order, or use borders on their page that direct attention right to their copy, then you may want to use something similar and see if it works for you.

Make Small Alterations

A common mistake that people make when they are testing a page - be it a squeeze page, webpage, or Facebook page - is to change a lot at a time. When you are testing a page, the point is to just tweak it a little each time. You don't want to make a whole lot of changes because if your conversions increase or decrease you have no way of knowing what caused it.

The best thing to do is to only make small adjustments to your page, such as changing your headline, adding a border, altering your call to action, or switching out your profile picture. Then you should give each change time to actually show if there is a difference in your conversions. If you already have a lot of traffic, a week or two may be all you need to see a difference. But for most pages you will need to allow a couple weeks or a month to pass.

Be Creative

Many people get stumped when they think about testing their Facebook page. They aren't sure what is there to test, and after making a few tests think that there isn't anything else to do. But you might be amazed at how many little things can change how a visitor reacts to your page. How your title or call to action is worded can make all the difference in the world, as can the combination of colors you use on your page.

Try to take your page apart and break it down into as many little pieces as you possibly can. Go past what you see when you first look at the page and consider the subtle things. Once you are testing on that kind of level you will be setting yourself far ahead of the competition since you will know what converts and what doesn't - all the way down to the smallest detail.



Making Your Facebook Page Stand Out

If you want to see success with your Facebook page, you need to make sure that it stands out from your competitors' pages. The ways in which you can customize your page are multiplying all the time, so at this point there is really no excuse for a business to not have a page that looks unlike any other on Facebook.

Here are a few suggestions regarding some of the simpler changes that you can make to your page.

Profile Picture

One of the easiest ways to personalize your page is to get the right profile picture. As with most things on Facebook, there is no one "right" way to do this. Just make sure that your picture is relevant to your page and what you are doing with it.

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For example, if you have a personal page, you should probably have a picture of yourself, your pet, or something else that is very "you." If you are an artist, you may want one of your creations to be your profile picture. If you have a business page, your logo might be a good choice.

When you put up your profile picture, whatever it is, just be sure that it is sized properly. Too many people think that Facebook will automatically resize the picture to fit into their thumbnail. This isn't true, which is why you sometimes see businesses that only have a portion of their logo showing. Make sure the picture shows up properly when you post it.

Borders and Font

While you don't want your page to be overly busy, you can make it more eye catching by adding in things like a border around your main offer or using font sizes to draw readers attention where you want it. This isn't difficult to do, especially if you have software that allows you to add things like this with the push of a button.

Just remember to never use more than a couple fonts on a page. It is best if you use one font, and bold or italicize where you need extra emphasis. Fonts should always be clean and easy to read, and borders should draw attention into your copy, not take attention away from it.

Pictures and Icons

See what kind of pictures would convey your message and pique the interest of those who visit your page. Then decide if there are ways to brand your page further so that it is uniquely yours.

It really isn't difficult to make your Facebook page stand out. There are many changes that you can make, and even if you only decide to change a few things, you will be far ahead of any competitors who don't take the time to tend their page. Take a look at some of the things you can do and start visualizing how you can make your page reflect you and your business better.

For more information on creating professional Facebook pages that look amazing and are easy to personalize, check out the "Fan Page Pro" system by clicking [here!](#) This is a great way to give your audience the exciting pages that they want without devoting hours to your Facebook account every week.



Small Businesses - Do You Make These Mistakes on Facebook?

There are more and more small businesses jumping onto the Facebook bandwagon, and while this isn't bad, there are some things that you need to think about if you are one of those business owners. Facebook can bring you a lot of business and attention, but if you handle it wrong it can also be detrimental to your business's image. In order to prevent this, make sure that you are avoiding some of the most common mistakes businesses make on Facebook.

You Can't "Set It and Forget It"

While Facebook may seem like something you could set up and leave to its own devices, this is far from the truth. The whole point of Facebook is for people to connect and interact with each other. If a person is looking on Facebook for a business to work with, they expect to see interaction.

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Some people get the idea in their mind that as long as they have a good product or service, visitors will find their page and "Like" it. This is an odd idea since you wouldn't expect to open a brick and mortar business and to have people loving you just because you're in business, so why should people love you simply because you have a Facebook page? You need to take time to update your page, respond to messages, and reach out to touch prospects.

You Need to Keep Things Interesting

Another odd idea that some business owners get into their mind is that their product or service is so awesome that as long as people see it, the business will have a loyal following. So the business owner updates their page every Tuesday, responds to messages on Wednesday, and posts a special offer on Friday. They figure they are set and the "Likes" will just roll in.

This is wrong again since on top of being engaged with your audience, you have to shake things up. You need to surprise people occasionally. Update randomly, respond in a timely manner, and make different kinds of changes and additions to your page. This will keep people interested.

More Isn't Necessarily Better

Something else to avoid doing is automating your Facebook page updates. There are systems that can schedule updates, and you can also set up auto-updates from other social sites such as Twitter. But this can actually hurt your page in a few ways.

The main reason is that while your audience wants you to be engaging, they don't want to be inundated with updates from your page each day. This really goes for any social site - if more than a quarter of their page is taken up by your updates, they will hide you from your feed or stop following you. It is easy to get too many updates going out each day, especially if you are linking your marketing tools.

Learn The Tools

This is a big one since so many business owners consider themselves to be too busy to learn all the different tools and options that Facebook offers. You could be missing out on a lot of traffic if you ignore what is available to you on your page. Take some time to learn the "ins and outs" of how your page functions and what you can do to make it as great as possible. Chances are you will start seeing a lot more return on your page than most of your competitors.

These mistakes generally overlap when businesses make them, so with a little planning you should be able to avoid them all. Remember that when it comes to using Facebook balance is key - you have to be engaged regularly, unpredictable, interesting, and not annoying. Yes, people are picky and your audience in high-maintenance, but this is the case in any business.

By taking the time and energy to set your page up properly and keep your audience happy, you will be ahead of 90% of your competition. Once you are seeing a positive response from those who visit your page, you will thank yourself.

